

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.67

21335

LIBRARY
RECEIVED
★ JUN 12 1935 ★
U. S. Department of Agriculture.

THE WATER GARDEN BOOK



¶ This Lovely Scene can be duplicated by using our Collection No. 1, described fully on page 14 ¶

WATER LILIES
AQUATIC PLANTS
GLASS GARDENS

TROPICAL FISH
GOLDFISH
JO JO FISH FOODS

LOVELAND GOLDFISH FARM

JOE JOHANNIGMAN, Jr.

LOVELAND, OHIO

To Our Friends Everywhere ~

We are presenting our 1935 catalog with the sincere belief that the new collections of Water Lilies, Plants, Fish, etc., which are listed in the following pages, will provide new delight for lovers of Aquatic Life.

We are confident that the attractive prices listed will enable you to select generously of these quality products and thereby derive more pleasure from your water garden during 1935 than ever before.

YOUR WATER GARDEN. No section of your garden will give you more enjoyment than your pool. This was particularly brought out during the past year when the drought hit every section of the country, ruining gardens in general. The plants just withered and died—gladiolus and other flowering plants did not flower as they should. Gardening in general was most discouraging but the **Water Garden** compensated for the damage brought on by the drought. Many of our friends remarked, "If it were not for my pool this year, I would not have enjoyed summer. All other garden plants failed me except my plants in the pool."

Feature the Water Garden this year. If you have never had a pool, add one and you will discover that your new adventures with water lilies, fishes and other aquatics will afford more genuine pleasure than you have ever before experienced in gardening. It requires so little effort to grow and care for Water Lilies and other aquatic plants that you will marvel at the excellent results which can be obtained by a mere beginner.

In appropriating your garden money this year, give the largest share to your Water Garden since it will give the greatest return in garden enjoyment.

"MOONLIGHT" ON YOUR WATER GARDEN. Moonlight is the inspiration for artificial garden illumination. The moonlight pool is a bit of natural magic. The soft play of light and shadow on the pool holds one entranced with its still beauty. By proper light planning the effect of moonlight can be achieved so as to be available any night at the turn of the switch. In creating artificial moonlighting, the ideal effect is secured by concealing the light source. The pool with fountain or centered piece of statuary can be softly lighted from a nearby tree.

ADD A BOG GARDEN TO YOUR WATER GARDEN. To give your water garden real individuality, add a bog garden. The bog will enable you to maintain a greater variety of lovely, interesting plants under ideal conditions, providing a location much more suitable than you will find in the ordinary garden planting. The bog garden is inexpensive to build as well as inexpensive to maintain. Yet there is probably no other type of planting in which the amateur is so certain of good results.

Your bog garden may be of any size—possibly a small select area near a water hydrant, or large marshes in extensive grounds. It should be planted in the lowest part of the grounds where water naturally collects. Many bogs are built adjacent to an informal pool and so arranged that the overflow from the pool floods the bog.

The best plants for the bog garden are: Arrowhead, Cattails, Flowering Rush, Pickerel Plant, Papyrus, Parrotfeather, Sweetflag, Marsh Marigold, Taros, and Lobelia.

EVERYTHING for the Water Garden—Order by Mail!

It is easy for you to order from us—everything you need for your Water Garden is listed in this catalog. From these pages you can select everything: tropical lilies of gorgeous beauty;

hardy lilies in all colors; aquatic plants for shallow water; floating and submerged plants; supplies of all kinds; goldfish and nets.

Quality, Fair Prices and Service

For years we have been serving lovers of aquatic life. They have steadily increased in number due to the confidence we have gained because of our fair prices and high quality stock.

Our large, modern facilities enable us to offer exceptional values in Water Lilies, Plants for pools, Fish and Supplies.

We have prepared many special offers which are **real bargains**—values which we know cannot be beat anywhere. There are some fine collections of Lilies, some priced as low as \$2.95. Our Lilies, that grow and bloom, were never so attractively priced.

There are real bargains in Shallow Water, Bog and Floating Plants.

We are always here to give you service and stand back of our goods. The standard, "a satisfied customer," has always been sacred with us. Old customers, we know you will be with us again with an order. New customers can order with assurance that they will get plants for pools, which are the finest grown.

While the Loveland Goldfish Farm has been established for many years and has grown from a one-man business to a large modern organization, all of your orders receive the personal attention of Mr. Joe Johannigman. We can, therefore, assure you of satisfactory service on every purchase.

We appreciate the loyal support of the thousands of customers who have sent in orders year after year. We hope to hear from you again this year.

HOW TO ORDER

ORDER EARLY. This is most important—and use Order Sheet found in rear part of this catalog, carefully filling in blank spaces and enclosing payment for full amount of order. Write name and address plainly. To facilitate handling do not write letters on same sheet as orders.

REMITTANCE should be made by Post Office or Express Money Order, Bank Draft, or if more convenient to you send your personal check.

ORDERS LESS THAN \$1.00. Please include 10c extra for packing charges. This does not apply to Fish Food orders.

HOW AND WHEN WE SHIP. Plants: All orders for Water Lilies and other plants for pools are shipped prepaid.

Water Lilies and all plants for pools are shipped as soon as weather permits, about April 15th. Tropical Lilies may be set out whenever the weather is settled. For southern shipments, about May 1st. Northern shipments (Cincinnati), about May 15th.

GOLDFISH AND TROPICAL FISH must be sent by express. Shipping cans, 50c extra. We ship Goldfish and Tropical Fish listed in this catalog all the year round. Tropical Fish are shipped in cold

weather (October to May) in insulated cans. A \$1.00 deposit is required on insulated cans to insure prompt return.

HANDLING GOLDFISH ON ARRIVAL. Never allow them to remain in their cans for too long a period or overnight. Before transferring fish to your pool or aquarium, be sure the temperature of the water is of no great difference. Best to add some of your water to the can in which fish have been shipped. Use one ounce of salt per gallon of water to help heal any injury that was done in shipping. Do not take fish in hands. Use a dip net.

TROPICAL FISH ON ARRIVAL. Be sure to allow them to remain in original water, and placed near the aquarium, slowly add some of your aquarium water. Do not put fish into your aquarium until both waters are the same temperature.

POSTAGE. On the following items, except where noted, we pay the postage: Water Lilies, Aquarium Plants, Fish Remedies, Terrarium Plants, Aquarium Supplies, Books, Fish Foods, Scavengers.

CULTURAL DIRECTIONS. We have printed on small leaflets for your convenience complete cultural directions. One of these will be sent with each order.

GUARANTEE

We ship good stock, carefully packed. All goods are guaranteed to reach you in good condition. If package should arrive in bad order, accept shipment, examine and count on receipt and notify us at once, and if **damaged** notify Express Company. We do not guarantee growth, as we cannot govern conditions after planting.

STANDARD NON-WARRANTY. We have adopted the standard non-warranty of the Goldfish Growers Association, which is as follows: Loveland Goldfish Farm makes no warranty, expressed or implied, with reference to any merchandise sold by us, except as to certified size and quality, and that all stock shall be true to name and our liability in any case shall be limited to the replacement of such items as are short or damaged.

Planting the Water Garden

Care of Plants on Arrival

Unpack the package carefully to prevent breaking of the plants and immediately put them in a pail or tub of water, until you are ready to plant them. Have all boxes filled with soil and everything ready before you commence to plant. All aquatic plants will wilt easily if subjected to wind or sun before being planted. Lilies and other plants will keep for several days floating in a tub of water if kept in partial shade. Tropical Lilies should be planted as soon as possible.

Water Lilies—Planting, Care

The best results are obtained by planting the lily roots in the soil so the crown will be even with the top of the soil and from 6 to 12 inches below the surface of the water. Where the pool is two feet deep or over, it is necessary that stones or bricks be used to build up the box to the proper distance under the surface. Many varieties, however, will grow in much deeper water. All Water Lilies like full sunlight and flower best when not too much shaded. Each Lily should have a minimum of one cubic foot of soil—a box about 14 inches by 14 inches by 10 inches deep will hold this amount. Lilies can be grown in this box for about three years before it is necessary to change the soil.

They like plenty of good garden soil, well enriched with cow manure or some good commercial fertilizer, such as blood meal used at the rate of about a pound to a bushel of soil.

When planting the Lilies the soil should be well firmed around them. An inch of sand or gravel put on the box after they have been planted will help keep the water clear and prevent the goldfish from rooting in the mud.

Tropical Lilies

Are shipped as potted plants. They should be kept from drying winds and sunshine until planted. Tropical Lilies should be planted upright, digging a hole to fit the ball of soil and firming the soil around it. They should not be set out until weather is settled and warm. They grow very rapidly and commence blooming while still quite small.

Lotus

These beautiful plants sometimes prove a little difficult to grow, but if a small amount of attention is given them, one is well repaid for the trouble. Lotus roots look just like bananas. They are very brittle and the growing points are easily broken. Be careful in handling them. In planting press them gently in the soil until they are covered about an inch and so the growing point is just peeping through.

Aquatic Plants

The different classes of aquatic plants are all easily grown and require very little attention after planting. When they grow too rampant they may be thinned out.

Floating Plants

These grow without soil. In most cases the plants will grow more rampant if the roots do touch the soil. They thrive in sun and semi-shade.

Shallow Water Plants

All of them may be planted in water ranging from an inch or so to almost 10 inches in depth. They prefer 4 to 6 inches of water.

Bog Plants

These plants thrive in a wet soil or in very shallow water. They may be planted along the margin of a natural pond.

Oxygenating Plants

They are shipped in bunches which soon take root. They should be planted in the same box with the Lily or in pots.

Wintering

If the water is to be drained out of the pool place the lily tubers in damp soil in the basement, or the boxes containing the lilies may be removed to the basement and kept moist until the following spring. If you leave the water in your pool, and where ice never forms over 10 or 12 inches in the winter, just forget about the lilies. Don't try to winter tropicals. It is cheaper to let them die and buy new ones.

This little outline illustrates how to determine the proper depth to plant the various plants.

Bog Plants—

Cattail
Arrowhead
Rush
Pickerel Plant
Water Iris
Sweet Flags

Umbrella Plants
Papyrus
Bulrush
Forget-Me-Nots
Swamp Calla
Primrose Willow

Water, 3 to 6 inches deep—

Cattail
Rush
Pickerel Plant
Iris
Sweet Flags
Swamp Calla

Thalia
Primrose Creeper
Floating Heart
Poppy
Snowflake

Can be planted in same box with Lilies—

Oxygenating Plants
Poppy
Snowflake

Floating Heart
Primrose Creeper

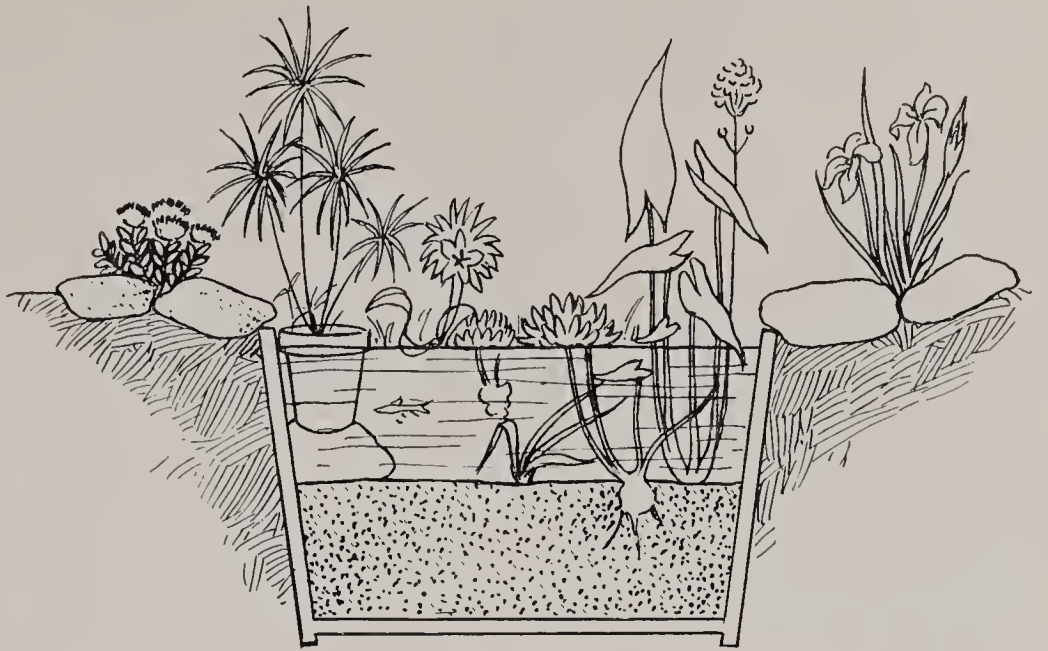
Floating Plants—

Hyacinths
Lettuce

Fern

ARTISTIC Tub Garden

ANY sunny spot is satisfactory for the Tub Garden. A common wash tub may be used for the pool. Sink the tub in the ground and place rocks or flat stones around the edge to give a natural appearance. Fill with water and plant. You are now ready for a summer of real pleasure in your garden.



Collection No. 2

- 1 Water Lily. Any color you select; white, pink or orange.
- 6 Plants to plant in tub.
- 4 Plants for border.

All for **\$1.75** Prepaid

Fill-Your-Tub Collection No. 3

- 8 Plants, including Water Poppy, Water Hyacinth, Umbrella Palm, 3 plants for the border, and 2 oxygenating plants.

All for **\$1.00** Prepaid

Twelve Showy Plants for a Small Pool

COLLECTION No. 4

The arrangement of plants shown in this illustration is for a small irregular shaped pool. This arrangement is also suitable for any style pool, and makes a beautiful appearance. All the tall growing Water Plants should be

planted in large pots and built up with rocks to within one inch of the surface.

Two beautiful choice Water Lilies, assorted Water Plants and plants for the border complete the picture.

Collection Includes:

- 2 Water Lilies. Marliac Rosea and Gladstone.
- 6 Aquatic Plants for planting in pool, including the creeping Water Hyacinth.
- 4 Marginal Plants.

All for **\$3.45** Prepaid



HARDY WATER LILIES

YOU will particularly enjoy these varieties.

The Lilies listed below have been selected because they combine the qualities of prolific bloomers and sturdy growth as well as lovely flowers. The flowers include all the colors: rich reds, beautiful whites, shell pinks to deep rose, yellow and orange. Some of them have blooms eight inches across. All of them are hardy and adapted to planting and growing conditions in your garden pool. Their only requirements are sunlight, water and rich soil.

RED VARIETIES

GLORIOSA. This Lily has no equal—it blooms and blooms. Its large blossoms are 6 inches across, of a remarkable red. No pool is complete without this “King of the Lilies.” \$2.00 each.

JAMES BRYDON. This is a beautiful Lily. Bright rosy red flowers, cup shaped and massive in appearance. It is admired by all. \$2.00.

ATTRACTION. An immense red variety. Bright red in color and free to bloom. This variety frequently produces flowers 8 inches across. It is difficult to describe the splendor of this variety. The price is considerably lower this year and it should be in every garden. \$3.00.

ESCARBOUCLE. A very popular variety, free bloomer and strong grower; vermilion-red. \$3.00.

CONQUEROR. A prolific bloomer. Very large bright red flowers. \$3.00.



Solfatare—a new variety with sunset shades.



Marliac Rosea—a beautiful deep pink variety.

JAMES HUDSON. Enormous flowers of rich, rosy crimson. Flowers are tulip shaped with pointed petals. \$6.00.

CARMINE LAYDEKER. A pleasing carmine-rose Lily. A first rate variety for the small pool. A steady bloomer. \$1.50.

ORANGE VARIETIES

AURORA. The flowers are rosy, yellow on the first day, red-orange on the second and deep red on the third. One of the best for a small pool. \$1.00.

COMANCHE. A very large grower, free bloomer—blooms are very large. One of those varieties that the blooms change color—opening a rich apricot, then changing later to a deep bronze. \$1.50 each.

CHRYSANTHA. An excellent new free blooming variety. Color undergoes a change on successive days, opening a creamy yellow and darkening until it is deep orange-vermilion. \$1.50 each.

INDIANA. It opens a creamy yellow and shades through orange, bronze and fire-red. Suitable for small pools. \$1.50.

SIOUX. Large flowers of rich, brassy yellow, shaded red. \$1.50.

SOLFATARE. One of the best of the so-called “Sunset Lilies,” broad cup-shaped flowers. One of the finest bloomers yet introduced. \$1.50.

HARDY WATER LILIES

PINK VARIETIES

EUGENIA DE LAND. Vigorous and free flowering—deep rose-pink. \$1.50.

MARLIAC ROSE. This deep pink Lily should be in every water garden. Excellent as a cut flower variety, the fragrant waxy blossoms last several days when picked. \$1.25.

MARY. Small pink. 95c each.

PINK OPAL. Graceful cup-shaped flowers of deepest pink and very fragrant. The buds are almost round. This variety has fine color and does excellently in small pool. \$1.00.

ROSE AREY. Petals of this variety are pointed. The flowers a deep pink—a rapid grower. \$1.50 each.

AMABILIS. It's a beauty. Starry in form. Its spreading petals set it in a class by itself. In color it is a bright silver-pink, and easily averages 7 inches in diameter. \$3.00.

NEPTUNE. During the past summer, visitors to our place have agreed that it does not seem possible for a plant to flower any more freely. The most striking feature of this flower is the color—imagine a deep pink flushed with smoky red at the base, the tips of the petals becoming lighter. \$2.50 each.

EVANGELINE. A beautiful pink Lily. The flowers are extra large. This is a vigorous and free growing variety. \$1.25.

HELEN FOWLER. A pink variety of the Odorata type. Very fragrant flowers. \$1.00.

TUBEROSA ROSEA (Rose Magnolia). Pink variety, a very large grower and not suited for pool use. Excellent for naturalizing in large lakes. 75c.

W. B. SHAW. Flowers very large, of rose-pink color and very fragrant. \$1.00.

YELLOW VARIETIES

CHROMATELLA. Rich yellow in color. Leaves beautifully marked in deep green and brown. It is by far the best of yellow varieties. \$1.00 each.

SUNRISE. It has enormous flowers attaining in size 8 or 9 inches. Its large glorious yellow blooms open early in the day. The leaves are large, deep green and red flecked. Unusual in form, beauty and fragrance. You will have to see this Lily. \$2.50.

YELLOW PIGMY. A tiny little Lily that is ideal for tub culture, or very small pool. Flowers are only 1 to 2 inches across. Of a rich golden yellow. 65c.

ODORATA SULPHUREA. A fragrant yellow Lily. \$1.50.



Gladstone—the best of white varieties.

WHITE VARIETIES

GLADSTONE. The boss of the White Lilies. Beautiful large white flowers, 6 inches across. A strong grower and a free bloomer. \$1.50 each.

GONNERE. The only real double white variety. Flowers are double clear to center. Visitors to our pools pronounce it the greatest Lily of recent years. \$2.00 each.

MARLIAC ALBIDA. Snowy white, with yellow stamens. A most desirable variety. \$1.00.

WHITE LAYDEKER. A very pretty Lily of dwarf habit. Creamy white blossoms with bright yellow centers, having a strong tea fragrance. \$1.25.

HERMINE. A new variety admired by all who see it. The pointed petals give it a distinctive appearance from other white varieties. Snow-white flowers. \$1.50.



Gonner—large double white flowers.

THE LOTUS



IN planning your water garden, do not overlook making preparations somewhere for one of the Lotus. A unique and beautiful plant—there is real beauty in the leaf, the bud and the opened flower.

In planting the rhizomes, settle them gently into the soil with the growing end just below the surface. They grow well in water, 2 inches to 12 inches deep and require the same general care as Water Lilies. A box for the Lotus should contain at least 2 cubic feet of good rich soil.

CHINESE RED LOTUS. The King of the Lotus—full double flowers of bright rosy carmine carried well above the foliage. A most gorgeous variety. It grows well under almost all conditions. \$2.50.

JAPANESE LOTUS (Album Grandiflorum). Pure white flowers, extra large foliage. Each, \$1.50.

SHIROMAN. A double flowering white variety. Each, \$2.50.

AMERICAN LOTUS (Luteum). Native to some of the States in the South and West. Flowers, rich yellow, large grower, requires considerable room in a pool. Each, \$1.50.

EGYPTIAN LOTUS (Speciosum). The Sacred Lotus of the Nile. Rosy pink blooms. Shy bloomer in a small pool. \$1.50.

LOTUS COLLECTION No. 5

An outstanding attraction in the water garden. The huge leaves and flowers add a touch of the Orient.

CHINESE RED LOTUS
AMERICAN YELLOW LOTUS

\$3.50
POSTPAID

Lotus and Lily Collections

CLEO'S FAVORITE COLLECTION No. 6

Egyptian Lotus.

Papyrus.

Imperial Taro Plant.

Juno. The queen of white tropical Lilies.

All 4 Plants for Only

\$3.50
Postpaid

NATIVE COLLECTION No. 7

American Lotus
Pink Opal

Both for Only

\$2.25
Postpaid

MARVELOUS COLLECTION No. 8

"Marvelous" your friends will say when they see this collection of Lotus and Lilies in bloom.

Chinese Red Lotus.

Sunrise. Best of the yellow Lilies.

Neptune. Supreme, pink.

Gonnere. Greatest white.

All for Only

\$7.50
Postpaid

LOTUS ARE SHIPPED ABOUT 15TH OF MAY.

LOVELAND BARGAIN Collections

COLLECTION No. 9

Beautiful Trio of Water Lilies

Three free blooming hardy Water Lilies—Chromatella, the popular yellow; Pink Opal, deep pink color; Marliac White, large white flowers.

All 3 for Only

\$2.95

Postpaid

COLLECTION No. 10

Distinct Collection of Water Lilies

Three superior hardy Lilies of beautiful color. Gloriosa, the king of all red Lilies; Marliac Rosea, the deep rose color; Chromatella, the best yellow.

All 3 for

\$3.50

Postpaid

COLLECTION No. 11

Famous 4 Water Lilies

Four Lilies, including the choicest Water Lilies grown. All standard varieties chosen from among the most popular: Gloriosa, Chromatella, Pink Opal, and Mrs. Woodrow Wilson.

All 4 for

\$3.95

Postpaid

Bring Color Into Your Garden Pool

Here are two remarkable collections of 4 gorgeous Water Lilies, each of a different color, together with 10 aquatic plants suitable for any medium size pool.

COLLECTION No. 12

The Lily varieties are Neptune, Chromatella, Sol-fatare and Gonnere. The Aquatics are:

**Water Hyacinth.
Poppy.
Parrot Feather.
Shell Flower.
Submerged Plants.**

All these Plants for Only

\$5.00

Postpaid

COLLECTION No. 14

This Collection contains 2 hardy and 2 tropical Lilies:

**Eugenia de Land.
Chromatella.
Bisset.
Blue Beauty.**

With the same aquatic plants as listed in Collection No. 12.

All these Plants for Only

\$5.00

Postpaid



TROPICAL LILIES

Immense Blooms Gorgeous Colors

SOONER or later you will include Tropical Water Lilies in your collection. No pool is complete without at least one. They bring to the pool something you can't have in the hardy Lilies. Long erect stems bear their large flowers above the water level. Some varieties bloom at night. The size of the bloom depends upon the amount of soil and leaf spread available for each plant. Give them a chance and they will repay you.



Mrs. Woodrow Wilson—blue tropical Lily.

Day Blooming Tropical Water Lilies

AUGUST KOCH. This Lily is free flowering and of extremely easy cultivation. Its flowers are 7 to 8 inches across, very fragrant. The sepals are purplish lilac and the petals pale wisteria-violet. Strong and attractive foliage. \$2.00.

BLUE BEAUTY. Deep blue flowers. Free and continuous flowering. Leaves and buds spotted with purple. \$2.00.

DAUBEN. It produces small, light blue flowers in great profusion. Fine for tub or aquarium. 95c.

Mrs. C. W. WARD. A most charming variety with petals of rich rose-pink. Flowers are borne well out of the water. \$2.00.

MRS. GEO. H. PRING. A new and novel type that produces numbers of large, fragrant white flowers with pointed petals. Petals broader at the base and more pointed at the tip. \$1.50.

MRS. WOODROW WILSON. This variety has lavender-blue flowers of large size. It is an extremely satisfactory day blooming variety. \$2.00.

GENERAL PERSHING. Clear, distinct pink. The flowers are of great substance, delightfully fragrant. Opens early in the morning. \$3.00.

PANAMA PACIFIC. It is an everblooming viviparous, strong growing and free flowering. The predominant color is reddish purple and the stamens are yellow. A most excellent variety. \$2.50.

MRS. ED WHITAKER. One of the largest flowered varieties of the show type Lilies. Fragrant sky blue blossoms open quite flat. Three to four open flowers at one time. An excellent plant for any pool. \$2.00.

Night Blooming Tropical Water Lilies

Why not plan to have a Lily in your pool that everyone can enjoy. Dad surely is entitled after he comes home in the evening, to enjoy the blooms in the water garden. This type of Lily opens towards

evening and remains open until ten the next morning.



Mrs. Pring, August Koch, and Gen. Pershing; blooming in Mr. W. W. Riley's pool, Cincinnati, O.

BISSET. A night bloomer of unusually free-blooming habit. The flowers are of a beautiful rose-pink color. The petals are broad and slightly concave, giving the bloom a cup-shaped form. \$1.50 each.

FRANK TRELEASE. Flowers a brilliant crimson. The most popular Lily of its type because of its rich color. \$1.50.

JUNO. Very large, beautiful snow white flowers, with a center of pure yellow stamens and produced freely. \$2.00.

OMARANA. A pleasing pink Lily. A vigorous grower and one of the freest flowering. \$1.50.

RUBRA ROSEA. One of the best. Brilliant rosy carmine flowers are held well above the glossy foliage. \$1.50 each.

H. C. HAARSTICK. A new night bloomer. The flowers are brilliant red in color. A wonderful variety. \$2.50.

Tropical Lilies should be planted only after weather is warm and settled.

Three New Tropical Lily Collections

COLLECTION No. 15

Two gorgeous flowering varieties that will bring to your pool the beauty of the tropics.

BLUE BEAUTY
Blue

JUNO
White

Both for Postpaid **\$3.50**

COLLECTION No. 16

Flowers of immense size; an ideal color combination. Our large stock makes this price possible.

MRS. C. W. WARD
Pink

AUGUST KOCH
Lavender

Both for Postpaid **\$3.00**

COLLECTION No. 17

Another grouping of three popular varieties.

MRS. PRING
Pure White

PANAMA PACIFIC
Deep Lavender

GENERAL PERSHING
New Pink

All for Postpaid **\$4.50**

THE LOVELAND COLLECTION

A Complete Water Garden at a Low Price

COLLECTION No. 18

The Loveland Collection for 1935 offers a new group of pretty plants at a lower price, without the slightest sacrifice of the usual Loveland quality.

Special
Price **\$4.95**
Postpaid

FOR SHALLOW WATER

Flowering Rush
Arrowhead
Pickerel Plant

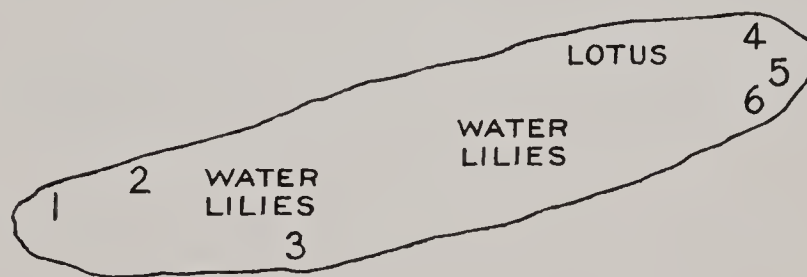
Umbrella Palm
Water Hyacinth
Water Poppy

WATER LILIES, LOTUS, Etc.

Pink Opal
Chromatella

Egyptian Lotus
Submerged Plants

Diagram shows arrangement of this Collection in an informal shape pool. Nos. 1 to 6 are the shallow water plants, planted in large pots or tubs and built up to about 1 inch below water line. Lilies in boxes at least 15 inches square and 10 inches deep. Lotus in box at least 24 inches by 24 inches and 10 inches deep.



Frank Trelease.

MRS. F., FROM IOWA, WRITES:

"The Lilies you sent me this spring have done wonderfully. They bloomed earlier and had more blooms than anyone else's in town.

"In fact, everything I received from you has been superior to what others have had so we are very much pleased.

"I am glad to say our pool was a real success, due in great measure to the quality of plants received from you."

SCAVENGERS FOR THE POOL

JAPANESE SNAILS, BLACK RAMSHORN SNAILS, TRUMPET SNAILS, CLAMS

Natural scavengers are essential for cleanliness in the garden pool. They help prevent the excessive growth of algae and devour decaying vegetation as well as consuming excess food.

COLLECTION No. S1

For the average pool, a general assortment of Snails and Clams
12 for 75c, Prepaid

See Pages 22 for Detailed Description of These Scavengers.

SUBMERGED PLANTS FOR THE POOL

These plants grow under water, and absorb the impurities or release oxygen to destroy them. Submerged plants are indispensable when fish are present as they provide a perfect balance for the animal life. They can be rooted in soil, in the lily boxes.

Anacharis

Cabomba

Money Worth

Myriophyllum

Ludwigia

Sagittaria

Southern Spatterdock

Vallisneria

Submerged Plant Collection No. S3

10 Plants for \$1.00, Postpaid

SCAVENGERS AND SUBMERGED PLANTS FOR THE POOL

Every year the pool generally needs a fresh supply of Scavengers and Submerged Plants, and, naturally the fish must not be neglected.

COLLECTION No. S4

12 Scavengers.

10 Submerged Plants.

1 10-ounce package Outdoor Fish Food.

All for
Postpaid **\$2.00**

JO-JO OUTDOOR FISH FOOD



An economical food for feeding Goldfish and other fish in outdoor ponds or pools. The best value on the market. Big 10-ounce package only

POSTPAID

35c

H. N. ALLERTON OF SWISSVALE, PA.,
WRITES:

"Used six different kinds of goldfish food last summer in my outdoor pool. Tried a package of your Jo Jo food and fish went for it like hot cakes, turning down the other foods in preference to Jo Jo. No question about it being the best."

SUPPLIES FOR THE POOL

GOLDFISH DIP NETS

No. N-1. The net has 1/4-in. sq. mesh in the bottom, 3/8-in. sq. mesh in the top, with a 12-in. round ring and 6-ft. plain wooden handle. Each, \$1.25.

No. N-2. Same net as above except with a 12-in. D-shaped ring. Nets 18 inches deep. Each, \$1.50.

FERTILIZER

FERTILIZER OR WATER GARDEN PLANT FOOD. A good fertilizer. Use 1 quart per bushel of clay soil or 1 quart for 2 bushels of good garden soil. 5-lb. sack, 75c; quart carton, 30c.

CONTAINERS

CYPRESS BOXES. For planting Water Lilies. These boxes hold about 1 cubic foot of earth. Will last a long time. Comes knocked down or complete. Each, 50c.

WHITE CEDAR TUBS. Excellent for use in planting Lilies or the Lotus. Each, \$2.00.

OUR OWN FUNGUS REMEDY. Three to four drops will help cure most external diseases of fish. It is advisable to use as an antiseptic before introducing new fish to the pool or aquarium. Per bottle, 50c.

The Above Supplies Shipped Express Collect.

Interesting and Helpful Books on Water Gardens and Fishes

"THE WATER GARDEN" (by Peter Bisset) is an excellent work dealing with the culture of Water Lilies and other aquatic plants. 210 pages. \$5.00, postpaid.

"WATER GARDENS AND GOLDFISH" (by R. V. Sawyer and E. Perkins). A new book on water gardening, priced within the reach of every pool owner. 112 pages, 50 illustrations. \$2.00, postpaid.

REFER TO PAGE 17 FOR COMPLETE LIST OF ALL FISH FOODS

ENJOY NATURAL BEAUTY

WITH THESE WATER PLANTS



Imperial Taro.

HERE are grouped those plants which grow in the water. They are varied and interesting, and give the much desired natural effect to the pool. They are easily grown. Most of them do best in shallow water and so the pots, boxes, or tubs should be raised to within two to eight inches of the surface.



Pickerel Plant.

All Plants priced 20c each are sold 4 for 50c
 All Plants priced 25c each are sold 3 for 50c

There are wonderful possibilities with Water Plants to give your pool a unique and tropical appearance. Try a collection of Taro, Umbrella Palm, Papyrus and Primrose Willow, grouped together in a corner of the pool or in the center, or a collection of Primrose Willow, Parrot Feather and Forget-Me-Nots in a shallow corner of the pool.

For a natural pool use plenty of Japanese Iris planted right at the edge or in one to three inches of water. Our sturdy, healthy plants reach you ready to grow. If you have ever planted aquatics before you know the value of starting with good plants.



Flowering Rush.

Varieties marked with a (*) are particularly adapted to a depth of 6 to 12 inches.

Varieties marked with a (†) are suitable to plant at about 2 to 6 inches.

Varieties marked with a (‡) are plants that like wet feet but with crowns and stems preferring the air and sunlight.

Varieties marked with a (§) are the beautiful Tropical Plants.

FLOWERING RUSH—A hardy plant with peculiar three sided leaves. Pink flowers are borne on round stems. 25c each. (Illustration above.)

IMPERIAL TARO—Illustrated on this page. This plant should be in every water garden. Very attractive. The leaves are blotched a dark brown and violet-black. You will enjoy having this plant. 50c each.

†**PICKEREL PLANT** — Beautiful blue flowers. Total growth about 2 ft. 25c each. (Illustrated at left.)

(Continued on next page)

INTERESTING PLANTS THAT BEAUTIFY YOUR WATER GARDEN



Umbrella Palm.

COLLECTION No. 4A

Outstanding Aquatics:
Creeping Hyacinth
Imperial Taro
Nephtytes
Papyrus

All for
\$1.25
Postpaid

‡**UMBRELLA PALM**—We have an excellent strain of this popular plant; produces large fan-like leaves. 25c each.

‡**VARIEGATED SWEET FLAG**—One of the best of the shallow water plants; saber-like leaves, broadly striped green and ivory. 25c each.

‡**WATER POPPY**—Leaves float upon the water. Flowers are large and yellow. Should be in every pool. 15c; 4 for 50c.

‡**WATER HYACINTH**—A beautiful floating plant. Spikes of orchid-lavender flowers are produced freely if the roots are allowed to anchor in soil. 2 for 25c; 6 for 50c.

‡**MARSH MARIGOLD**—An attractive native plant for shady places. Blooms in the early spring with yellow flowers like those of the buttercup. 20c each.



Thalia growing at edge of natural pond.

‡**THALIA**—A handsome canna-like aquatic standing 3 to 6 ft. high. 50c each; 3 for \$1.00.

‡**PARROT'S FEATHER**—Extremely valuable for trailing over a fountain. 15c a bunch.

‡**PAPYRUS or EGYPTIAN PAPER PLANT**—A very beautiful water plant with plummy heads of foliage. 25c each.

‡**CARDINAL LOBELIA**—another beautiful native plant. Spikes of rich, cardinal red flowers. 20c each.

‡**HARDY CALLA** (*Calla palustris*)—Similar to a Calla Lily, but of much smaller size. 20c each.

COLLECTION NO. 7A

Seven plants, our selection, including an assortment of different type aquatic plants, suitable for any pool.

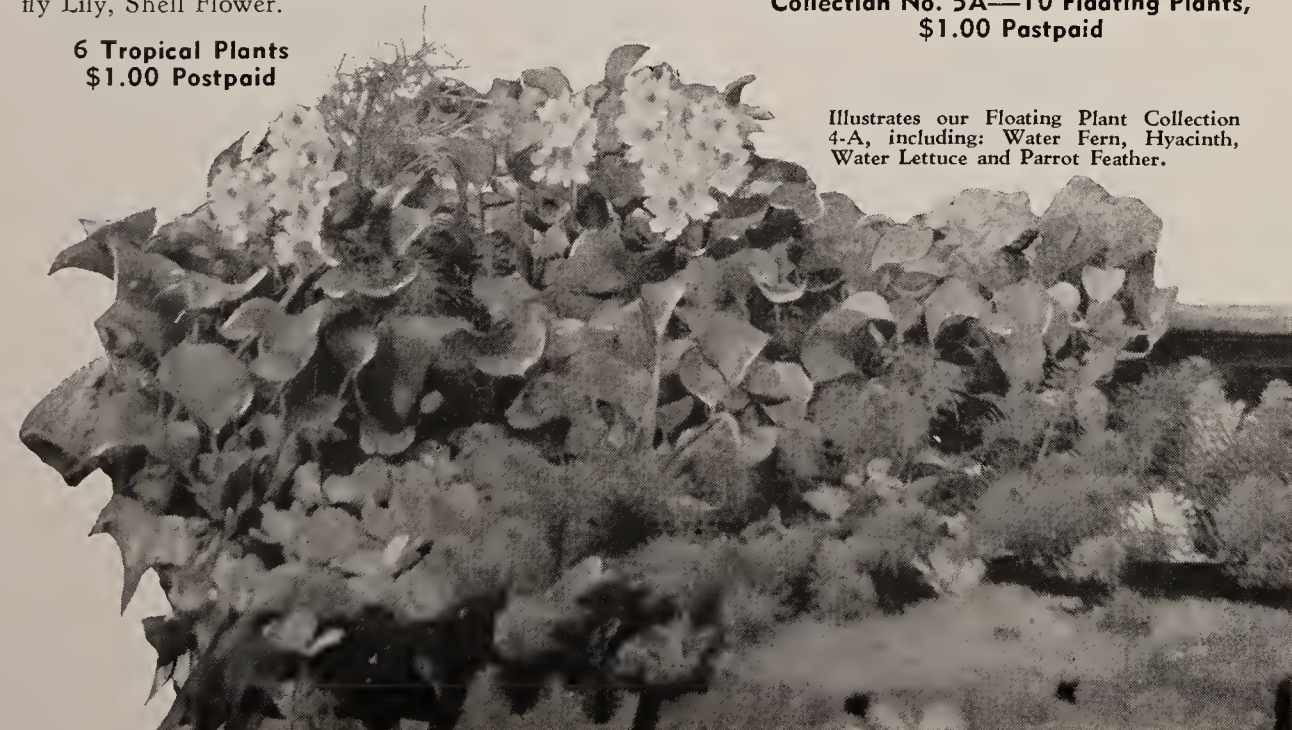
All for **\$1.00**
Postpaid

AQUATIC PLANT COLLECTIONS

TROPICAL PLANTS Collection No. 3A

In this group are the handsome foliage and flowering plants. One each, Umbrella Palm, Water Poppy, Water Hyacinth, Primrose Willow, Butterfly Lily, Shell Flower.

6 Tropical Plants
\$1.00 Postpaid



Illustrates our Floating Plant Collection 4-A, including: Water Fern, Hyacinth, Water Lettuce and Parrot Feather.

FLOATING PLANTS

Among the floating plants are found the interesting Water Hyacinths, Water Fern, and Parrot Feather.

Collection No. 5A—10 Floating Plants,
\$1.00 Postpaid

‡**IRIS**—(Yellow Flag or Blue Versicolor). Very attractive and hardy. 25c each.

JAPANESE IRIS—This beautiful Iris thrives in wet soil around the pool or planted in a box in the pool to a depth of one to four inches. Large clumps. 25c each.

‡**JAPANESE TARO**—

(*Colocasia multiflora*)—Rich green leaves on dark purple stems. 35c each.

(*Colocasia Indica*)—Similar to above except it is entirely green. 25c each.

‡**PRIMROSE CREEPER**—A rapid growing, partially submerged aquatic with yellow flowers. 2 for 25c.

‡**PRIMROSE WILLOW**—Erect plants 2 to 3 feet high, with attractive narrow foliage and bright yellow blossoms. Very desirable at the edge of pools or in a tub garden. 25c each.

‡**PURPLE WATER HYACINTH**—A creeping plant, with handsome blooms. 50c each; 3 for \$1.

‡**ARROWHEAD, GIANT**—Beautiful shape d leaves, white flowers. 20c each.

‡**BUTTERFLY LILY**—A tall canna-like plant with large leaves. White or yellow flowers. 35c each; \$1 for 3.

‡**CATTAIL**—Swamp plant. Hardy. 2 for 25c.

‡**GRACEFUL CATTAIL**—A tall variety with slender cattails. These plants furnish a very fine background in massed plantings. 2 for 25c.

‡**FLOATING HEART**—Small leaves resembling Water Lilies; brilliant yellow flowers. 2 for 25c.

‡**FORGET-ME-NOT**—The well known spring and summer flowering plant. 25c each.

‡**DWARF UMBRELLA**—A dwarf form of this popular plant, excellent for small pools or tub gardens. 20c each.

‡**WATER FERN**—An aquatic fern producing small ferns on upper side of the leaves. 15c each.

‡**WATER LETTUCE**—A pretty floating plant with green fluted leaves and long wavy roots. 2 for 25c.

‡**WATER SNOWFLAKE**—Similar in growth to a lily. Shipped as a detached leaf which soon forms new plants. Each new leaf is soon filled with dainty little white flowers. Quite novel. 20c each.

FLOATING PLANTS—Azolla, Duckweed and Salvinia. These three floating plants are at home in every pool. Small dainty plants, which float on top of the water. Large portion, assorted. 50c.

HARDY BAMBOO—A very tall growing variety for background use. Adds a tropical atmosphere to your water garden. Green variety. 20c.

‡**VARIEGATED BAMBOO**—A green and white variety that is very beautiful. Grows about 3 feet high. 50c each.

‡**TRAILING ARROWHEAD**—(*Nephtytis liberica*). A new plant having been introduced in the past few years. Can be grown as a vine or in an upright position. Does well either as a bog plant or in water. 25c each.

‡**DWARF ACORUS**—A miniature form of the trailing arrowhead, growing about six inches high, excellent for planting between rocks where it is damp or wet. 20c each.

‡**CALLA LILY**—Tropical in appearance and bears snow white flowers. 25c each.

‡**YELLOW CALLA LILY**—Its flowers are as large as the above variety but a golden yellow color. Beautiful foliage. Dark green leaves with spots of creamy white. 50c each.

ANOTHER WONDERFUL VALUE

SPECIAL CENTERPIECE COLLECTION NO. 6A

Illustrates our 6-A Special Centerpiece Collection and includes Umbrella Palm, Papyrus (tall plant), Taro, Primrose Willow (in bloom), Water Poppy, Creeping Water Hyacinth (in bloom on water).

ONE OF OUR FINEST VALUES

This group should be planted in a box or large tub, submerged about three inches below water level. The Taros and Paper Plants should be planted in the center and the other plants grouped around it.

2 Egyptian Paper Plants

2 Water Taro

2 Umbrella Plants

1 Primrose Willow

2 Water Poppies

1 Creeping Hyacinth

10 Beautiful Plants

ALL FOR **\$2.00** Prepaid

All Plants priced 20c each are sold 4 for 50c

All Plants priced 25c each are sold 3 for 50c



A BEAUTIFUL WATER GARDEN AT A SMALL COST

COLLECTION NO 1 (As Illustrated on Front Cover)

WOULDND'T you be proud to own a Lily pool as beautiful as the one shown on the front cover? You can duplicate the beauty of this garden with our Collection No. 1. These are just the type of Lilies and plants that everyone will admire. They are selected because this group will provide a wealth of bloom—a variety of color and grace. Why not fill your own Lily pool with a profusion of flowers from May to September.

Marliac Albida, beautiful white.
Chromatella, yellow variety.
Gloriosa, free blooming red.
Pink Opal, cup-shaped blooms.
Six plants for shallow water, including: Pickerel, Arrowhead and Cattails.
Five Water Hyacinths for the fish to spawn on.

Complete collection of 15 plants, \$3.95, Postpaid

A LOVELY GROUP THAT WINS GENUINE ADMIRATION

COLLECTION NO. 19

This collection will make your pool the pride of the neighborhood—an outstanding pool for its wonderful blooming lilies, its gorgeous foliage plants. We have grouped these plants in response to our many friends who have continually written us during the past year. "Send me a collection of plants that you would like to have in your own pool—"

Gloriosa, a real red lily.
Comanche, the best of the oranges.
Gonnere, dazzling white.
Parrot Feather, lovely green color.
Egyptian Papyrus, plume-like.
Porcupine Grass, a green and white rush.
Thalia, giant leaves.
Water Poppy, pretty yellow flowers.

\$4.95, Postpaid

COLLECTION NO 20

Here is a beautiful collection at a real price. These plants are radiant with color and are all that you need for a beautiful little water garden. The plants selected will give you plenty of bloom through the entire summer.

Indiana, yellow and red lily.

Pink Opal, pink.

Flowering Rush, pink flowers.

Giant Arrowheads, white flowers.

Water Poppies, yellow flowers.

Umbrella Palm, green plumes.

Primrose Willow, yellow flower.

Water Hyacinths, blue flowers.

Submerged Plants.

**A complete collection for \$2.95
(All plants are shipped postpaid.)**



Water Hyacinths as Grown in Our Water Gardens.

Loveland "FIFTY" Collection

A Marvelous Collection. For a Pool 10 by 15 feet

This Collection of fifty plants will make you a very attractive water garden. Water Lilies in a splendid range of colors. Plants for the fishes. Plants for the corners. Plants for a centerpiece. And a few choice flowering perennials for the border.

FIVE OF THE BEST HARDY LILIES

Gonnere
Sunrise
Comanche

Attraction
Neptune

LOTUS

1 Chinese Double Red

SHALLOW WATER PLANTS

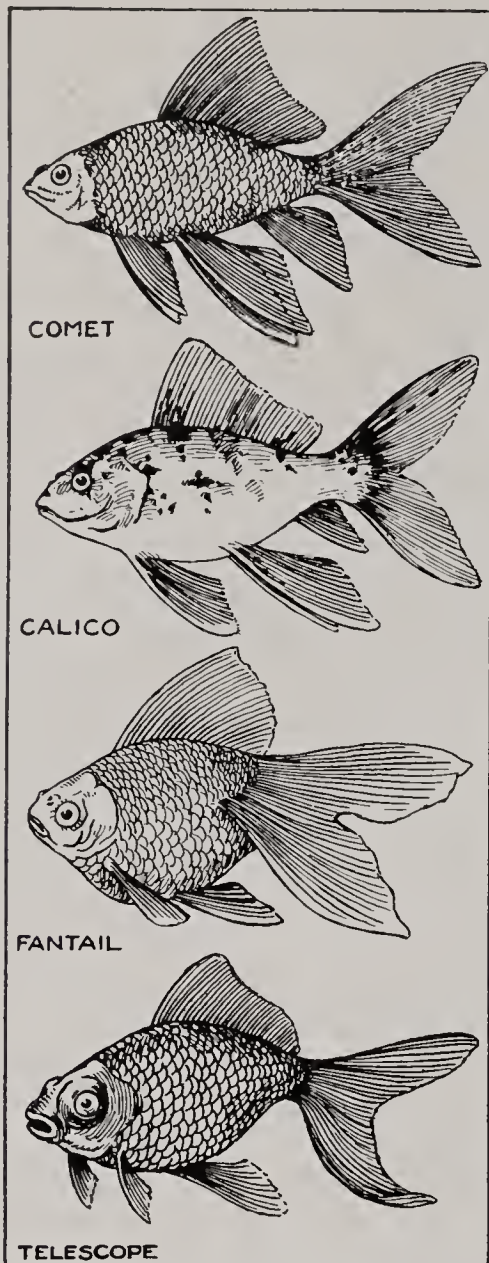
3 Blue Water Iris
2 Egyptian Papyrus
1 Porcupine Grass
2 Pickerel Plants
3 Water Poppies
1 Umbrella Palm
5 Water Hyacinths
1 Butterfly Lily
2 Primrose Creepers

3 Yellow Water Iris
2 Primrose Willows
3 Flowering Rush
2 Arrowheads
2 Parrot Feathers
3 Shell Flowers
2 Cardinal Lobelia
5 Bunches Oxygenating Plants
2 Graceful Cattails

\$12.50

Prepaid





GOLDFISH

THE IDEAL POOL FISH

NO POOL—even if it is a miniature one—is complete without a few ornamental fishes. Fish in the pool will take care of themselves, only an occasional feeding of Dried Shrimp and Jo Jo Fish Food is needed.

The illustrations show several different types. The illustrations are not exaggerated as is the case in other catalogs. You will be pleased with our selections.

Goldfish may be wintered outside in your pool, provided you have some soil and plants in it, and the depth is at least 18 inches. If you drain your pool, a tub or tank in the basement will answer.

SHIPPING INSTRUCTIONS

Goldfish are shipped by express. Customer to pay the charges. On small orders include 50c for shipping can, same is then your property. On large orders we loan you the can, same to be returned at once by express prepaid. The express company makes a flat charge of 20c for returning empty cans.

THE BIG ONES

GIANT GOLDFISH—10 to 12 inches—\$3.00 per pair, \$15.00 per dozen; 8 to 10 inches—\$2.00 per pair; \$10.00 per dozen.

GIANT COMETS—The fish with that long wavy tail, 12 inches. \$4.00 per pair.

LARGE ORIOLES—An orange and black color. 4 to 6 inches. \$1.00 per pair.

GIANT PEARLS—6 to 8 inches—\$2.00 per pair; 10 to 12 inches—\$6.00 per pair.

GIANT SHUBUNKINS—The large size of the Calico Fish. 7 to 9 inches. \$3.00 per pair.

POOL GOLDFISH

A selected group of goldfish suitable for all pools. An assortment of colors, gold, gold and white, pearl, gold and black. Assorted 2 to 4 inches—\$1.00 per dozen; 25 for \$2.00. 4 to 5 inches—\$1.50 per dozen; 25 for \$3.00. 5 to 6 inches—\$3.00 per dozen. 6 to 7 inches—\$5.00 per dozen.

COMET TAILS

A variety with unusually long tails. Six to seven inches—\$1.50 per pair; \$7.50 dozen. 7 to 8 inches—\$2.00 per pair. 8 to 9 inches—\$3.00 per pair.

FANTAILS

These are the best known of the fancy goldfish. 3 to 4 inches—75c per pair; 4 to 5 inches—\$2.00 per pair; 5 to 6 inches—\$3.00 per pair.

GIANT FANTAILS—\$3.00 to \$10.00 each.

TELESCOPES

An odd fish with large protruding eyes. These fish are highly prized. Red and velvety black. Small sizes—50c each; medium—75c each; large—\$1.00 each. It is very difficult to classify these fish accord-

ing to inches. They are priced more according to quality.

CALICO

The wonder fish, marvelously colored, brilliantly mottled, blue, red, gold, brown, white, yellow and black. A thoroughly hardy fish. No two fish are colored alike. 2 to 3 inches—\$1.50 per doz. 4 to 5 inches—\$1.00 per pair; \$5.00 per doz. 5 to 6 inches—\$2.00 per pair; \$10.00 per doz.

GOLDFISH FOR THE SMALL POOL

Collection No. 25

A complete collection of small size fish, ranging from 2 to 4 inches, 25 fish. 15 Pool Fish, 6 Calico Fish, 2 Telescopes and 2 Fantails, including shipping can, \$3.00.

GOLDFISH FOR THE MEDIUM POOL

Collection No. 26

A combination of all sizes of goldfish. 20 selected goldfish, 2 to 4 inches; 10 selected goldfish, 4 to 5 inches; 10 Calico fish, 2 to 4 inches; 10 assorted Comets, Fantails and Telescopes. Fifty fish, including shipping can, \$5.00.

GOLDFISH FOR THE LARGE POOL

Collection No. 27

A collection of beautiful goldfish of medium and large sizes—50 Pool Fish, 2 to 4 inches; 10 Pool Fish, 4 to 5 inches; 3 Giant Goldfish or 6 young Giants; 25 assorted sizes Shubunkins, from small to extra large size, 12 assorted Telescopes and Fantails. 100 fish, \$15.00.

On this collection we loan you large shipping can, same can be returned at once, express prepaid.

QUALITY FISH FOODS



WHEN DO WE EAT? Even the little fish fairly climb out of their pool in their enthusiasm over Jo Jo Fish Foods. They seem to know it's the proper fish diet. You can give fish all the Jo Jo Fish Food they want because it is appetizing and healthful.

JO JO NATURAL FISH FOOD

The finest quality for goldfish in aquariums; contains all the necessary ingredients. We make it and use it here at the hatchery. It is easy to use. Price, 15c per can, postpaid.

JO JO TROPICAL FISH FOOD

A wonderful food. A perfect balanced food for daily feeding of all kinds of tropical fish. Contains all the ingredients that promote the growth and health of fish. 15c per can, postpaid.

JO JO SHRIMP FISH FOOD

For fancy goldfish and tropicals. Finely ground and packed in sift top cans. Shrimp Food contains necessary vitamins to keep fish in a healthy condition. Per can, 15c, postpaid.

FUNGUS REMEDY

A remedy for ichthyophthirius, fungus and other external ailments of gold and tropical fish. Per bottle, 50c, postpaid.

JO JO TURTLE FOOD

Contains all ingredients found necessary for these little pets. Also, a fine food for Newts and Salamanders. Turtles should also be fed a little raw beef occasionally. Price, 15c per can, postpaid.

And you can be on the safe side by always ordering Jo Jo Fish Foods because you are sure of a fine quality food that your fish will relish. The inferior brands of so-called "cheap" fish foods often prove very costly because the fish refuse to eat it.

JO JO AQUARIUM GRAVEL

Especially prepared to give the proper bed for aquarium plants. 15c per 32-oz. box; 25c per 5-lb. bag; 10-lb. bag, suitable for ten to twelve gallon aquarium, 40c; 25-lb. bag for large aquarium, 60c. Not postpaid.

JO JO OUTDOOR FISH FOOD

Goldfish in outdoor pools do not receive a sufficient amount of natural food and must be fed a prepared fish food. The use of Jo Jo Outdoor Fish Food will help bring out brighter coloration in your fish. It is pleasant to the fishes' taste as is evidenced by the eagerness with which they look forward to their daily feeding.

Big 10-oz. package, 35c postpaid

WATER IRIS AND OTHER FLOWERING PLANTS FOR EDGING POOLS AND FOR ROCKERIES

HERE are grouped those plants for edging pools and for rockeries. We take pride in these generous offerings of perennial and rock garden plants. These plants are not light grade seedlings — nearly all plants are two years old—and with few exceptions are of blooming age.

EIGHT ROCK PLANTS—All popular varieties—Dianthus, Dwarf Phlox, and Veronicas, Violas, Heuchera, Achillea, Arabis, etc.

Collection C-2, 8 for \$1.00, Postpaid

SIX PERENNIAL PLANTS—Particularly desirable for cutting—Delphinium, Gaillardia, Gypsophila, Hemerocallis, Liatris, Phlox. All plants excellent for planting around the pool in the border.

Collection C-3, 8 for \$1.00, Postpaid

THREE CHOICE PHLOX—Magnificent varieties for growing in your perennial garden.

Collection C-4 50c, Postpaid

“HEN AND CHICKENS”—Six assorted varieties. Each one different and labeled.

Collection C-5, \$1.00, Postpaid

ORNAMENTAL GRASS—To give a real tropical appearance to your water garden your first thought should be a collection of the beautiful hardy ornamental grasses.

3 ornamental grasses

Collection 6-C, 50c, Postpaid

5 SIBERIAN IRIS—They make a bright show in the garden and are especially adapted for planting in a damp place.

Collection C-7, \$1.00

6 JAPANESE \$1 IRIS

All large flowering—the most gorgeous of all Irises—words cannot picture the beauty of a group of these Iris when in bloom. Excellent for planting at the edge of the pool. Strong divisions, assorted double flowering colors.

**Collection C-1
6 for \$1.00
Postpaid**



NEW HYBRID PRIMULAS

An entirely new plant for bog planting—Candelabra type of growth—that is, one head of flowers arises from the center of the first flowering head and so on until the effect of an inverted candelabrum is produced. Very hardy—flowers in red, June flowering—grows in damp marshy places and will tolerate some standing water. Will grow in full sun and will also bloom in shade—a very desirable plant.

25c Each, 3 for 50c

5 CHOICE DIANTHUS—For your rock garden, each different—including one plant of the new Pink Dianthus Arvernensis.

Collection C-10, \$1.00



SPECIALS

5 VERONICAS—For the rock garden—for continuous bloom from April until June.

Collection C-8, \$1.00

5 DWARF PHLOX—Those beautiful gems, admired by all when in bloom—for the rock garden or along the outside edge of the pool. One of each color—bright pink, lilac, blue, light pink, and rosy red.

Collection C-9, \$1.00

ALL PLANT COLLECTIONS POSTPAID

THE AQUARIUM

NO. 01 CHROMOLOID FINISH AQUARIUM—

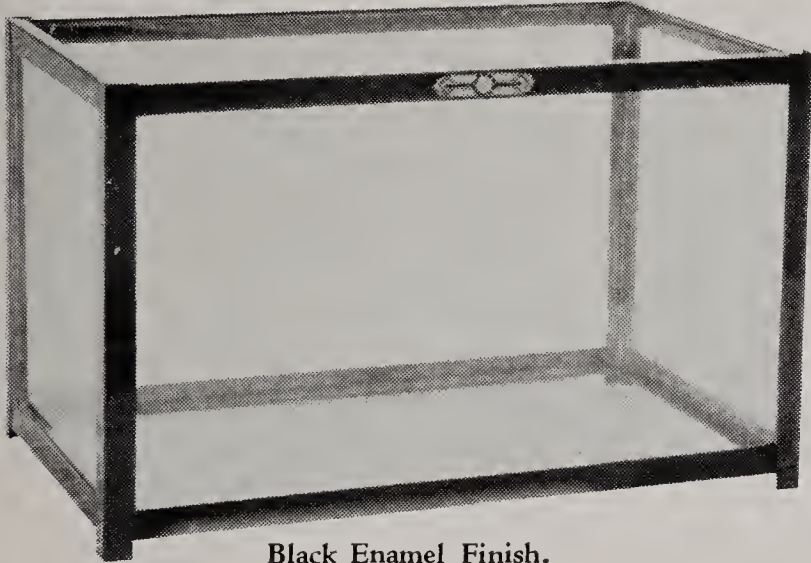
Here is a low price aquarium that is hard to beat, 2 gallon capacity, size 14 inches long, 6 inches wide, 7 inches high. \$2.00, prepaid.

NO. 03 CHROMOLOID FINISH AQUARIUM—

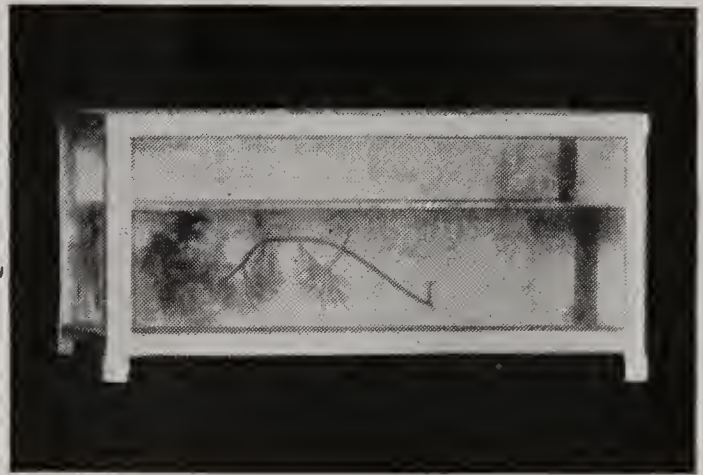
3 gallon capacity, 14 inches long by 6 inches wide by 10 inches high. \$2.75, prepaid.

NO. 04 CHROMOLOID FINISH AQUARIUM—

4 $\frac{3}{4}$ gallon capacity, 18 $\frac{1}{2}$ inches long by 8 inches wide by 10 inches high. \$3.75, prepaid.



Black Enamel Finish.



Chromoloid Finish.

NO. 05 BLACK ENAMEL FINISH—A fine aquarium. Absolutely dependable in quality and construction. Sturdily built in every way. 5 gallon capacity, 15 inches long, 9 inches wide, 9 inches high. \$2.50, prepaid.

NO. 06 BLACK ENAMEL FINISH—Same construction as above. 10 gallon capacity. 24 inches long, 10 inches high, 10 inches wide. \$4.50, prepaid.

AQUARIUM SUPPLIES

AQUARIUM ILLUMINATOR—Something new and different. A lamp that is a real value to the aquarist. To really enjoy aquarium pets one must see them properly. Our aquarium lamp solves the problem. Made of heavy metal and sprayed two-tone best quality lacquer, green and gold. Will fit any style aquarium. Equipped with rubber suction, including 5 feet silk covered cord. Each, with tubular style bulb, \$1.25.

AQUARIUM CEMENT—A product that can't be beat—for constructing or mending aquariums. Ready for immediate use. Simple directions printed on can. One pound cans, 50c.

A NEW AQUARIUM SCRAPER OR TANK CLEANER—Helps to keep your aquarium crystal clear. It's easy when you use this scraper—it scrapes off algae, slime, etc., like magic. Polishes the glass, without streaks and will not injure fish or plants. 35c each.

GLASS DIP TUBES—For removing sediment. 50c each.

FLOATING THERMOMETERS—Small size, 25c each; large size, 50c each.

NEW STANDING THERMOMETERS—Attractive model encased in glass, 3 $\frac{3}{4}$ inches high, weighted to stand on bottom of aquarium. 25c each.

GLASS FEEDING RINGS—Small size, 10c; large size, 15c.

FISH NETS—

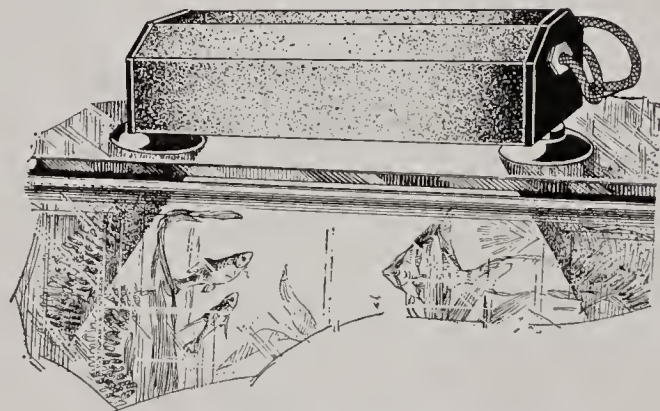
No. N1—Excellent net, small size for Tropical Fish, 10c each.

No. N2—Large size 4x5 with wire handle, 25c each.

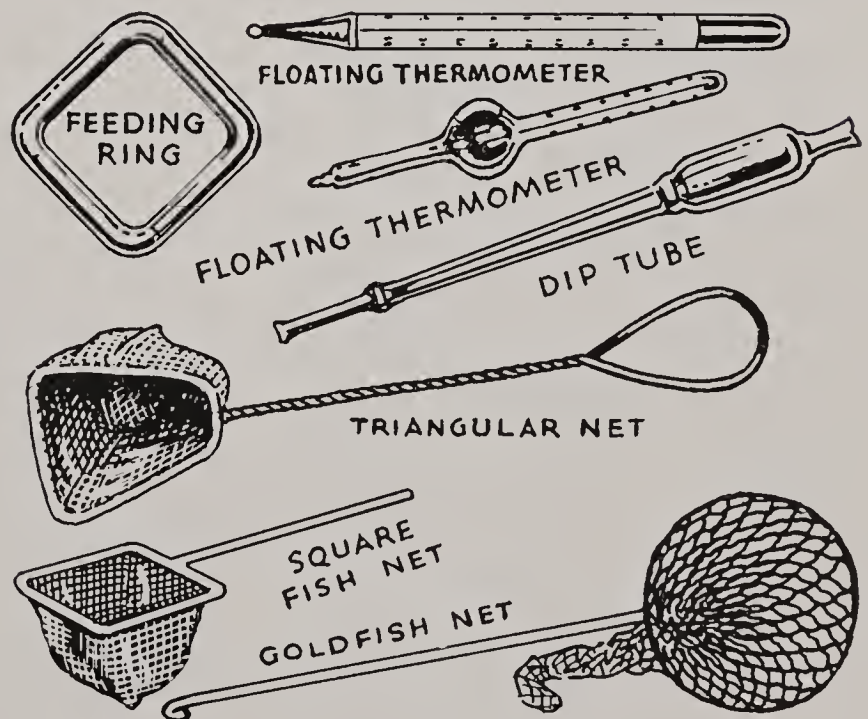
No. N3—Small size for goldfish, 10c each.

No. N4—Large size for goldfish, with round ring 6 inches in diameter and long handle. 25c each.

ALL ITEMS ABOVE POSTPAID



Aquarium Illuminator



WRITE FOR PRICES ON TROPICAL FISH

AQUARIUM NECESSITIES

A FEW HINTS ON CARE OF THE AQUARIUM

FEEDING—It is much better and far less harmful to feed fish too little than to overfeed.

WATER—Do not change your water unless absolutely necessary, as long as it stays clear it is in good condition. When you do change, however, first have your new water prepared a day ahead. Never forget to have the temperature of the water, old and new, the same.

SICKNESS—Fish, of course, are just as likely to get sick as any other living being. Remove a sick fish immediately from the aquarium and place it first in a solution of salt water (about one tablespoonful of sea salt in one gallon of water) and after 15 to 30 minutes place it in still another vessel of fresh water.

ITCH—is best cured by increasing temperature to about 85 degrees and adding about 3 to 5 drops of Itch Remedy to a gallon of water.

These few suggestions are made with the knowledge that there are plenty of exceptions to all rules.



AERATOR

The old theory of aeration being harmful is now dislodged. Aeration we now know to be beneficial. It makes up for deficiencies normally found in what was formerly known as a perfectly balanced aquarium. This Junior Aerator is fully automatic. Will operate on 110-120 volts. Costs about 1/25 of a cent per hour. Full directions sent with each aerator. Only \$1.65, postpaid.

HEATING EQUIPMENT

For the healthy and comfortable maintenance of Tropical Fish a sufficient and uniform temperature is essential. This can be secured in a safe and economical way in spite of fluctuations of temperature that the ordinary home is subjected to, by the use of our Aquarium Heaters and Thermostats.

TROPILITE HEATERS—Warms and illuminates the aquarium, very reliable. 9 inch size \$1.75; 12 inch size \$2.75, postpaid.

JUNIOR HEATERS—Small 6 watt, 65c; six inch size \$1.00; 8 inch size, \$1.25, postpaid.

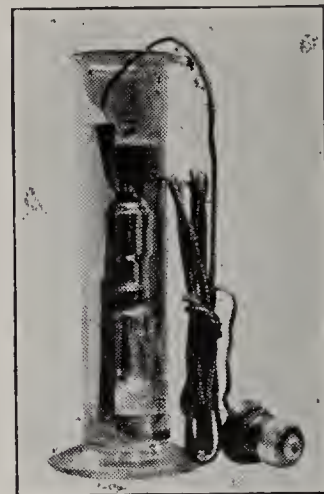
THERMOSTAT—To use with any of the above heaters, \$1.50, postpaid.

LOVELAND AQUARIUM HEATERS—A thoroughly tested aquarium heater, glass tube of real heavy lead glass—twenty-five, fifty, or seventy-five watt. Specify wattage when ordering. \$1.00 each, postpaid.

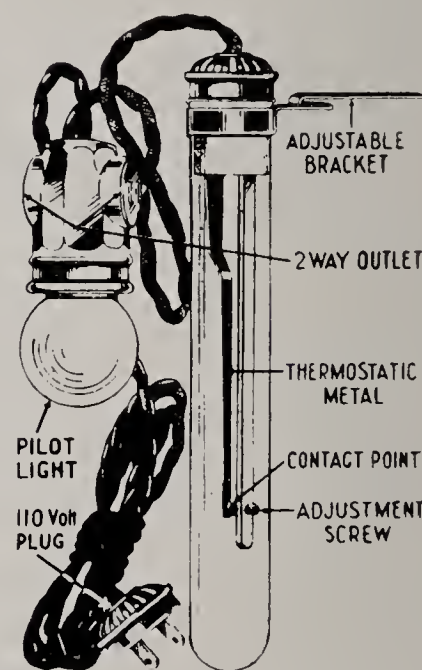
SMALL METAL HEATER—25 watt capacity, 75c each, postpaid.

LOVELAND AQUARIUM THERMOSTAT—These thermostats are the simplest and best obtainable for the price. \$1.50 each, postpaid.

NEW AUTOMATIC WONDER HEATER—Waterproof, adjustable. Consists of 1 Waterproof Heating Unit. Can not get wet inside even if submerged. Accurate thermostat. Easily adjusted by the novice. Results in dependable constant temperature. Built-in thermometer—40 watt size for 2 to 10 gallon aquarium, 75 watt for 10 to 25 gallon aquarium. \$2.50 each, postpaid.



Heater.



Thermostat.

BREEDING TRAPS—A handy item for breeding live bearing fish, 50c, postpaid.

AQUARIUM TESTING KIT—A complete outfit for testing the acidity or alkalinity of water. Complete testing kit, \$1.50, postpaid.

PLANT POTS—Very handy in arranging plants in an aquarium, made of clay, very pretty. 20c each, postpaid.

CORAL—Beautiful pieces from the South Seas. Medium sizes, 25c each. 5 Different specimens for only \$1.25, postpaid.

HI-BALLS—Medicated balls, neutralize acids and impurities. Every aquarium of fishes should have one or more in it. 10c; 3 for 25c.

ACID BALLS—Prepared to maintain a slight acid condition, especially useful in breeding egg laying tropical fish. 10c; 3 for 25c.

BOOKS

These books are interesting, instructive and helpful to maintain a balanced aquarium.

A PRACTICAL COMPLETE BOOK ON THE BEGINNER'S PROBLEMS—Fifty illustrations of tropical fish, plants, and scavengers. Most fish illustrations show both male and female in actual sizes. Practical illustrated articles on Balanced Aquarium, health, food, enemies, disease and helpful hints. 35c, postpaid.

TROPICAL FISHES AS PETS—Written by Christopher W. Coates, keeper of tropical fish in the New York Aquarium. Expert information in non-technical language for the amateur collector and breeder. Fifty-six illustrations. \$2.00, postpaid.

A B C OF TROPICAL FISH—By Irma de Nazaris—a complete answer to all questions on the proper care and management of the aquarium. A really good book and should be purchased by everyone who is interested in Tropical Fish. 25c each, postpaid.

WRITE FOR PRICES ON TROPICAL FISH.

AQUARIUM PLANTS

Plants are the most important part of the Aquarium equipment. They keep the water constantly in good condition, because they release oxygen and on the other hand take up the carbon dioxide given off by the fish. Plants also serve as a natural refuge from too much sunlight. They are the first essential of an attractive and well balanced aquarium for their utility as well as their decorative value. It is because of the plants that you do not have to change the water in an aquarium.

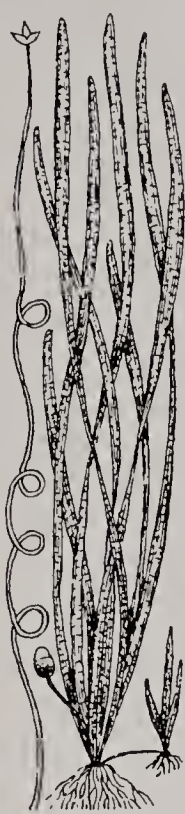
All plants that come with roots such as *Sagittaria*, *Vallisneria*, *Spatterdock*, *Cryptocrone*, should be planted in clean gravel. In that way they will grow and propagate. *Anacharis*, *Cabomba*, *Ludwigia*, and other bunched plants can be anchored gently in the sand, or for use in small goldfish globes they can be placed as received.

All of our plants are nursery grown or aquarium acclimated before shipping which means superior plants from a standpoint of quality and beauty.

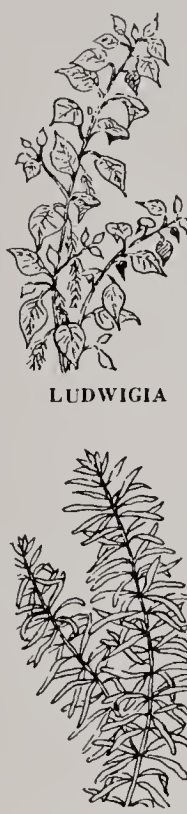
Anacharis (Giant). Large bunches — Old standby. Useful for tropical or goldfish. 15c a bunch; two for 25c.

Cabomba—Fanlike leaves, green stems, excellent for goldfish. 15c a bunch; two for 25c.

Ludwigia—Leaves green above and scarlet beneath. 15c a bunch.



VALLISNERIA



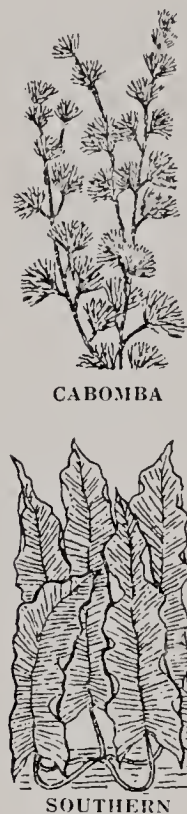
LUDWIGIA



HAIR GRASS



MYRIOPHYLLUM



CABOMBA



ANACHARIS



SAGITTARIA



UMBRELLA PALM



SOUTHERN SPATTERDOCK

Green Myriophyllum—Very useful in spawning goldfish—decorative. 15c a bunch; two for 25c.

Spatterdock (Carolinensis). Beautiful fan-shaped leaves. 15c a bunch; two for 25c.

Vallisneria—Real Italian Vallisneria, greenhouse grown. 3 for 10c; 35c per dozen.

Sagittaria sinensis—Good green color. Greenhouse grown. 10c each; 4 for 25c.

Sagittaria subulata—Good green color, small variety. 10c each; 4 for 25c.

Hair Grass—Will grow floating or planted in the sand. Per portion 15c.

NEW AND ORNAMENTAL VARIETIES

Needle Leaf Ludwigia—An exceptionally good variety and very beautiful. 15c a bunch; 2 for 25c.

Bacopa—A novelty plant. 15c a bunch.

Red Myriophyllum—Beautiful new plant that is of a gorgeous red color. 15c a bunch.

Rubra Vallisneria—Wide leaf and best for use in spawning *Scalares*. 15c a plant.

Variegated Vallisneria—Markings are novel. 10c a plant; 75c a dozen.

Spatterdock—Tropical round leaf variety. Plants 15c each.

Cryptocrone willisi—Long pointed leaves. 50c each.

A LARGE COLLECTION OF ASSORTED AQUARIUM PLANTS

Collection No. P5

A sufficient quantity of all the popular varieties to balance a 10- or 12-gallon aquarium, postpaid anywhere.....

\$1.00

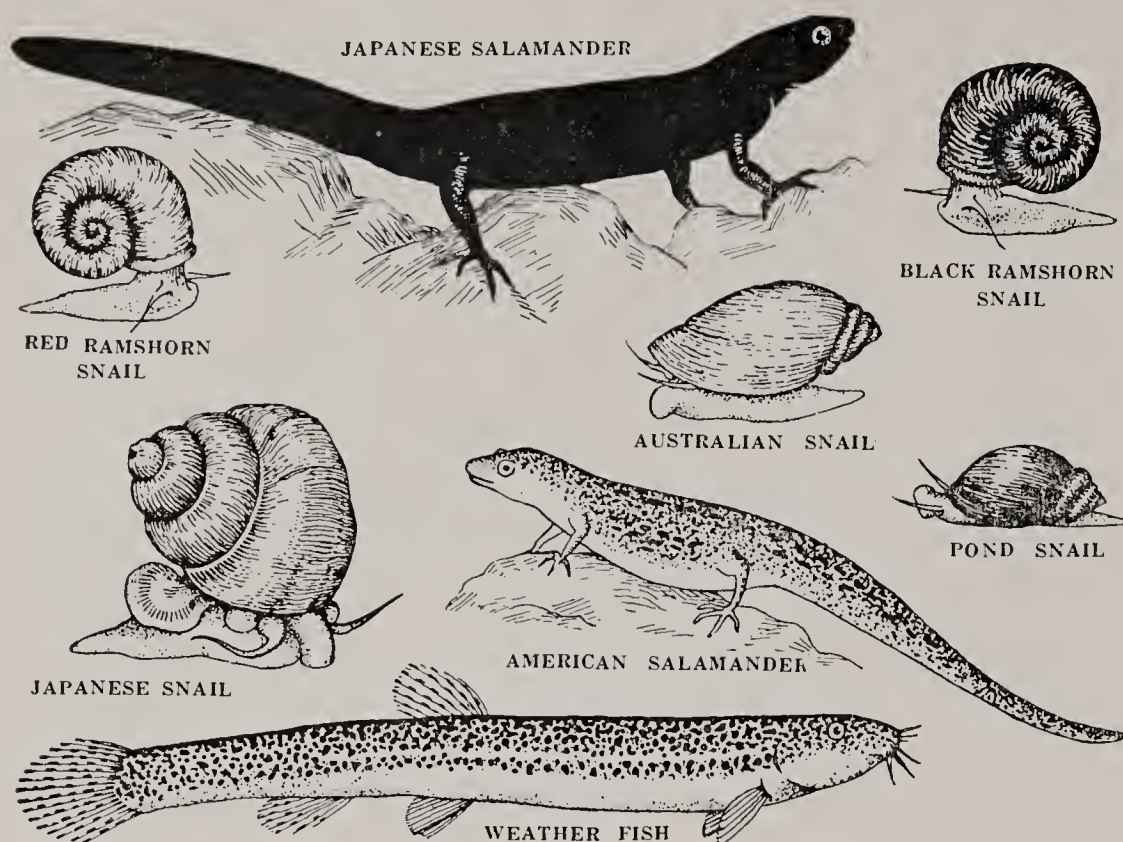
THE NEW VARIETY COLLECTION

One each of the seven varieties listed. A sufficient quantity to make a wonderful showing in a 10 or 12 gallon aquarium. Postpaid anywhere.....

\$1.25

WRITE FOR PRICES ON TROPICAL FISH

SCAVENGERS



Be sure to have some scavengers in your aquarium. Scavengers consume the excrements of the fish, in fact any and all refuse which they find in the aquarium, and thus keep the water clean and in excellent condition. Scavengers placed by themselves in an aquarium are very interesting to watch. The Japanese Snails bring forth their young alive. The Water Newts and Turtles while not useful as Scavengers, are very entertaining.

JAPANESE SNAILS—These are the largest of the Aquarium Snails and are very hardy. Two for 25c; \$1.00 per dozen.

BLACK RAMSHORN SNAILS—These are very active algae eaters. Six for 25c.

RED RAMSHORN SNAILS—Similar to the above except body and shell are coral-red. Two for 25c.

AUSTRALIAN RED SNAILS—Two for 25c.

TADPOLES—Two for 25c; 50c per dozen.

FRESH WATER CLAMS—Two for 25c; \$1.00 per dozen.

WEATHER FISH—50c each.

BABY GREEN TURTLES—2 for 35c.

AMERICAN SALAMANDERS (Water Newts)—Two for 25c.

JAPANESE SALAMANDERS—Attractive, jet black with a red belly. 25c each.

BABY ALLIGATORS—A very interesting pet. \$1.50 each.

INSTRUCTIONS

Weather Fish and Tadpoles must be sent by Express in water. These two items can be shipped with Goldfish or Tropical Fish. Send 50c extra for shipping can if ordering these items separate. All items listed above, except Weather Fish and Tadpoles, the **PRICES QUOTED ARE POSTPAID.**

WRITE FOR PRICES ON TROPICAL FISH

Collection of Scavengers and Plants

COLLECTION NO. 55

Five varieties of plants and one pair of Japanese, Red, Black Ramshorns and Australian Snails. Suitable for 5 to 10 gallon aquarium.

\$1.25

Postpaid

COLLECTION NO 56

For the old-fashioned goldfish globe.

1 bunch each Anacharis and Cabomba.

1 Pair Red Snails.

1 Pair Black Ramshorn.

1 Box Goldfish Food.

75c

Postpaid

COLLECTION NO. 57

Suitable for a two gallon aquarium. Something very interesting and amusing.

1 Pair Turtles.

1 Cork Turtle Float.

1 Umbrella Palm.

1 Box Turtle Food

75c

Postpaid

COLLECTION NO. 58

Also suitable for a small aquarium.

1 Pair Japanese Salamanders, a cork float for them to crawl out on, a bunch of oxygenating plants and a box of food to feed them.

75c

Postpaid

Mrs. Charles Woodhams of Chicago, Ill., writes:

"The pair of green frogs arrived in fine condition yesterday. I am very grateful to you for taking such care of my order and sending them immediately. Thank you for the water hyacinths also.

"Whenever the occasion may arrive that I am in need of something in your line you may expect to hear from me."

Use This Order Sheet

LOVELAND GOLDFISH FARM

JOE JOHANNIGMAN, JR.

LOVELAND, OHIO

Date.....

Name

Address

City _____ State _____

Post Office..... Express Office.....

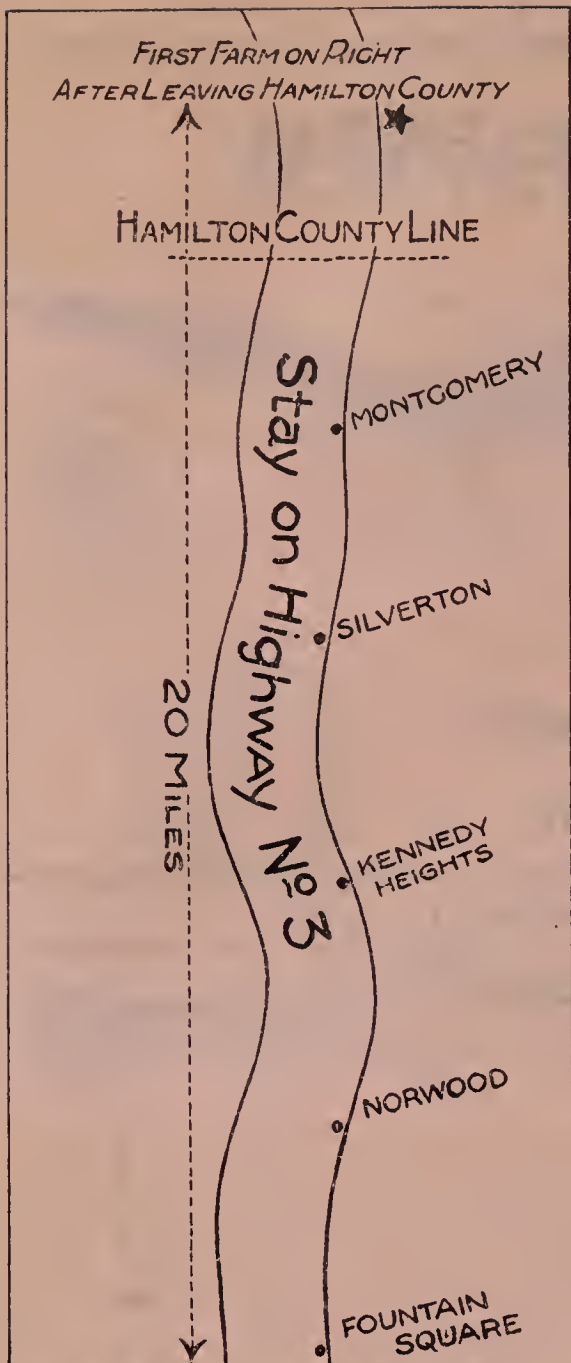
TERMS: CASH WITH ORDER. NO GOODS SENT C. O. D.

[illegible]

(OVER)

On all orders less than \$1.00, include 10c packing charge.

TEAR OUT HERE



How to Reach Loveland Goldfish Farm

Our Gardens are approximately 20 miles from the heart of Cincinnati's business district and quickly reached by following directions given in the accompanying chart.

From Dayton, use State Route No. 48 to Mason, Ohio, then right to U. S. Highway No. 22.

From Columbus, use State Route No. 3.

Note: Our post office address, only, is Loveland. Do not drive to Loveland in order to reach our Gardens which are located several miles from Loveland.

These Friends Would Like a Copy of Your Catalog

Name	Name
Street	Street
City..... State.....	City..... State.....
Name	Name
Street	Street
City..... State.....	City..... State.....

Have You Overlooked Anything in Ordering ?

WATER LILIES. That extra box you have—how about a new Lily for it? That Lily you have tired of—why not replace it with a new variety? Don't forget Dad, he likes to enjoy the Water Garden and include a Night Blooming Lily for his benefit. For the new Water Garden, look over our wonderful collections.

LOTUS. Have you made room somewhere in your pool for one of these stately and beautiful plants? See Page 6.

GOLDFISH. You need a number of Water Hyacinths for the fish to spawn on. Hyacinths listed on Page 12 and dipnet to catch the fish when you drain your pool (see Page 10), and Fish Food—your fish deserve the best—and the best is a box of our Outdoor Fish Food.

PLANT PLENTY OF PLANTS. Enjoy the beauty and pleasure your pool is capable of bringing to you. A corner of Water Poppy, another corner with the snowy white flowers of Snowflake—the Creeping Hyacinth as it creeps and blooms across your pool will add much beauty to your pool. A clump of Japanese Iris, alongside your pool, a patch of Forget-me-nots in that swampy place where nothing else will grow.

TALL PLANTS take away those straight lines of your pool. You can do it with our Collection No. 6A. The biggest value ever offered. Page 13.

BEFORE SPRING COMES. Enjoy your Indoor Garden.

AQUARIUMS. Plants for the Aquarium, Scavengers and Supplies are listed on Pages 19 to 22.

THESE COLORFUL GROUPS

Give Pleasing Effect

Here are three collections that give an abundance of color to the small pool. These groups will win many compliments for your water garden and afford you real pleasure. We are happy to be able to include these among our 1935 values.

Collection No. 21

These two Lilies give your small pool plenty of blooms.

Gloriosa. Red.

Chromatella. Yellow.

\$2.75

Postpaid

"Loveland Two" Collection No. 22

Two splendid Marliac varieties.

Chromatella and Rosea

\$1.75

Postpaid



"Three-C" Collection No. 23

Chrysantha. Fine sunset color.

Chromatella. Yellow.

Conqueror. Huge red.

\$3.25

Postpaid

SOME POINTS ON BUILDING YOUR OWN LILY POOL

Thousands of garden lovers are now enjoying a complete garden through the addition of a lily pool. Many new adventurers in the lore of water gardening have found how easy it is to build their own pools. We are offering a few hints which may be helpful in pool construction.

LOCATION. The pool should be placed where it will not be shaded, as water lilies grow and bloom best in plenty of sunlight.

DEPTH. The popular depth of a concrete pool is about twenty-four inches of water. This will permit placing a lily box containing twelve inches of garden soil in the pool and allow the right depth to grow your lilies. A ledge around the pool's edge about six inches below the water level is ideal for shallow water and bog plants which add so much to its natural beauty.

WALLS. The walls of a formal pool are straight sided and are made by building an inside form into which is poured a mixture of concrete consisting of one part good cement, two parts sand and three parts small gravel. The informal pool has slanting walls and is saucer-shaped and no forms are necessary with a stiff mixture of concrete. The walls and bottoms which are at least six inches should be reinforced with rods or wire mesh to insure safety from cracking by frost. A drain and overflow should be provided to facilitate removal of water.

A newly constructed concrete pool should be filled and drained a few times during several weeks to remove the alkali which is injurious to both fish and plants.



BLUE BEAUTY

To get complete enjoyment
from your water garden be sure to
include this colorful tropical Lily.

\$2.00

Postpaid

4 - STAR Collection No. 24

Gladstone. Large white.

Sunrise. Yellow.

Helen Fowler. Pink.

James Brydon. Red.

\$3.95

Postpaid



OUTSTANDING SHALLOW WATER PLANTS

(Shown below)

Collection No. 25

One each as illustrated, 75c, postpaid



CATTAIL.



UMBRELLA PALM.



PICKEREL RUSH.



WATER HYACINTH.